

EC'd Yes Last Received: 08/29/2012 9:24 AM Showing Buylines: All Lines

| | | |
|------------------------------------|--------------------------------------|---------------------------------|
| Station WVBT-TV NORFOLK, VA. | Agency () WATERFRONT STRATEGIES | Rep Firm |
| Advertiser () LEAGUE OF CONS VOTE | 3050 K ST NW | Sales Office () PHILADELPHIA |
| Product CONSERVATION VOTERS | WASHINGTON, DC 20007 | Salesperson () ANJIE BRADY |
| Estimate# 1512 | Agency C/P1/P2/E 39/42/1512 | |
| Buyer Spencer Wood | Flight Dates 10/30/2012 - 11/05/2012 | Salesperson Phone# 215-567-6005 |
| Phone# | Hiatus Weeks | Salesperson FAX# 215-567-5938 |
| Fax# | | |

-- CONTRACT COMMENT --

CLIENT: LEAGUE OF CONSERVATION VOTERS SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$17,930
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-----------|----------------------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 3 | TH | 8P-9P | GLEE | :30 | \$1,800.00 | 11/01-11/01 | 1 | 1 | 1 | \$1,800.00 | |
| | 6 | SA | 7P-730P | COLLEGE FOOTBALL PREGAME | :30 | \$600.00 | 11/03-11/03 | 1 | 1 | 1 | \$600.00 | |
| | 7 | SA | 730P-11P | FOX COLLEGE FOOTBALL | :30 | \$1,200.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,200.00 | |
| | 8 | TU-F | 10P-1045P | LATE NEWS | :30 | \$1,200.00 | 10/30-11/02 | 1 | 1 | 1 | \$1,200.00 | |
| | 12 | SU | 10P-1045P | SUNDAY LATE NEWS | :30 | \$1,200.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,200.00 | |
| | 14 | SU | 1P-415P | REDSKINS FOOTBALL VS. PITTSBURGH | :30 | \$10,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$10,000.00 | |
| | 15 | M | 10P-1045P | LATE NEWS | :30 | \$1,200.00 | 11/05-11/05 | 1 | 1 | 1 | \$1,200.00 | |
| | 16 | TU-F | 5A-6A | RICKI LAKE | :30 | \$15.00 | 10/30-11/02 | 1 | 1 | 1 | \$15.00 | |
| | 17 | M | 5A-6A | RICKI LAKE | :30 | \$15.00 | 11/05-11/05 | 1 | 1 | 1 | \$15.00 | |
| | 18 | TU-F | 7A-8A | AM NEWS | :30 | \$200.00 | 10/30-11/02 | 2 | 1 | 2 | \$400.00 | |
| | 19 | M | 7A-8A | AM NEWS | :30 | \$200.00 | 11/05-11/05 | 1 | 1 | 1 | \$200.00 | |

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Phone# Hiatus Weeks

Fax#

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|-------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 20 | M | 11A-12P | JEFF PROBST | :30 | \$100.00 | 11/05-11/05 | 1 | 1 | 1 | \$100.00 | |

---REPORT TOTALS---

Report Totals: 13 / \$17,930.00

---SALES MONTHLY TOTALS---

Nov 12: 13 / \$17,930.00

Sales Totals: 13 / \$17,930.00

Station Totals: 13 / \$17,930.00

Lines not sent/rcld/rtrn: 0 / \$0.00

| | | | | | | | |
|-------------------|---------------|-----------|---------|----------|----------|---------|----------|
| ---COMPETITIVE--- | Market Totals | \$199,222 | CATV 0% | WAVY 32% | WGNT 3% | WPXV 0% | WTKR 17% |
| | | | WTVZ 2% | WVBT 9% | WVEC 37% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE